The Emerald Handbook of Multi-Stakeholder Communication
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The Emerald Handbook of Multi-Stakeholder Communication: Emerging Issues for Corporate Identity, Branding and Reputation

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To my lovely brother, Dr Mohammad Mahdi Foroudi – My life started when you were born; since you have flown to heaven, we live with your memories; our love for you shall live forever till we meet again. Also, to my Father, Dr Mohammad Foroud Foroudi and my Mum, Flora Mahdavi.

Pantea Foroudi

I dedicate this book to my beloved Rob TC Melewar
Table of Contents

About the Contributors xi
Preface xix
Acknowledgements xxi

Part I Introduction

Chapter 1 Introduction: Multi-Stakeholder Communication: Emerging Issues for Corporate Identity, Branding and Reputation 3
Pantea Foroudi, Bang Nguyen and T.C. Melewar

Part II Stakeholders’ Communication: Branding

Chapter 2 Corporate Brand Communication in the Higher Education Sector 11
Jane Hemsley-Brown and Izhar Oplatka

Chapter 3 Assessing the Psychological Impact of the Pandemic Narrative in the Media on Hospitality Consumption Mood 31
Dongmei Zha, Pantea Foroudi, T. C. Melewar and Zhongqi Jin

Chapter 4 Out-Group Reaction Towards Religiously Endorsed Products (RLPs) and Response of Brand Managers 51
Nazan Colmekcioglu

Chapter 5 Integrated Stakeholders’ Communication Management in B2C Context 69
Angela Beccanulli, Silvia Biraghi and Rossella C. Gambetti
Chapter 6 Islamic Branding: Examines the Concept of Religious Branding and How Beliefs Influence Brand Loyalty, Word-of-Mouth and Purchase Intention
Waleed Yousef and Ahmed Alhabashi

Chapter 7 The Importance of Social Media Opinion Leadership in Corporate Branding and Influencing Consumers’ Behavioral Intentions
Farbod Fakhreddin

Chapter 8 Digital Transformation and Corporate Branding: Opportunities and Challenges for Identity and Reputation Management
Maria Jesus Jerez-Jerez

Part III Stakeholders’ Communication: Identity

Chapter 9 Examining the Influence of Corporate Identity on Corporate Reputation and Non-financial Brand Performance in the Context of Higher Education
Amad Ali, Pantea Foroudi and Maria Palazzo

Chapter 10 Impact of Motivation, Technology and Social Interaction on Teaching Using Blended Learning
Marwa Abdellateef and Pantea Foroudi

Chapter 11 Opportunism and Specific Investment in Buyer–Supplier Relationships: The Role of Communication, Branding and Identity
Hashem Aghazadeh, Hossein Maleki and Sajedeh Sadat Majidi

Chapter 12 Corporate Brand Communication: Identity, Image and Reputation
Abraham Joseph and Suraksha Gupta

Chapter 13 Augmented Reality and Corporate Brand Identity: An Opportunity for Pioneer Enterprises
Maria Teresa Cuomo, Cinzia Genovino, Orsola Salmista and Rosa Maria Caprino
Chapter 14  From Digital Content Marketing Toward Brand Engagement
Rahime Zaman Fashami, Manijeh Haghighinasab, Nader Seyyedamiri and Pari Ahadi

Chapter 15  Can Research Methods Replace the Strategy? Designing and Implementing City Marketing Research in Two Greek Cities: Advantages and Disadvantages
Kleanthis Sirakoulis and Alex Deffner

Chapter 16  The Role of Wayfinding in Healthcare: Making the Environment Healthier
Ann Petermans and Luciana Mattiello

Part IV Stakeholders’ Communication: Reputation

Chapter 17  Corporate Brand Reputation and COVID-19 Pandemic Management: Interpretive Approach from Aviation Sector in Malaysia
Nor Aida Abdul Rahman and Mohamed Idrus Abdul Moin

Chapter 18  Corporate Brand Reputation and Ethic, Sustainability and Inclusion. The Shift in Post Pandemic Corporate Narrative: From Corporate Brand Reputation to Corporate Sustainability
Nina Overton-de Klerk and Clarissa Muir

Chapter 19  Mapping Customer Engagement’s Intellectual: A Multi-Method Bibliometric Approach and Future Directions
Reza Marvi, Linda D Hollebeek and Pantea Foroudi

Chapter 20  Stakeholders’ Communications in Online Setting: A Sub-Saharan African Perspective During COVID-19 Pandemic Lockdown
Ogechi Adeola, Emeka Raphael Agu and Oserere Ibelegbu

Helnaz Ahmadi Lari, Pantea Foroudi and Charles Dennis
# Table of Contents

**Chapter 22  Linking Customer-Integration and Co-Production to Service-Quality-Performance: The Importance of Quality-Control Initiatives**  
Zyad M. Alzaydi, Chanaka Jayawardhena, Bang Nguyen, Pantea Foroudi and Maria Palazzo  
467

**Chapter 23  Proposing Self-Service Technology Model in a Service Ecosystem Playground**  
Asieh Nazemi, Manijeh Haghighinasab and Pantea Foroudi  
501

**Chapter 24  Digitally Transformed Value Exchange of Company with Customers and Collaborators**  
Hashem Aghazadeh, Nakisa Rezaie and Pedram Fazlinejad  
521

**Chapter 25  Brand Co-innovation in the Sharing Economy: A Conceptual Framework from Insight to Performance-Based Value Co-creation and Customer Engagement**  
Alireza Nankali, Nader Seyyedamiri, Tahmoures Hassan Gholipour, Pantea Foroudi, Datis Khajeheian and Fatemeh Dekamini  
541

Index  
563
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Preface

There has been a growing interest in the subject of stakeholders and communication in recent years amongst academics and practitioners because there is a belief that a business operating in a competitive corporate market gains reputational value from a strong corporate brand reputation which in turn influences consumer patronage and consumer decision-making. The significant role of the corporate communications is to developing and maintaining relationships with the stakeholders of a contemporary organization. There is an extensive belief in today’s society on how the company is viewed by key stakeholders such as investors, shareholders, consumers, customers, members of the community and employees in which the company resides. The challenge is to explore new and effective ways to harness the power of the communication opportunities it presents to engage with stakeholders in interactive, immediate and innovative ways. Any successful communication campaign will include them in its strategy. We view the study of the relationship between brands, identity, internal and external stakeholders and companies to be timely topics for further investigation.

Readers will be able to understand research studies on The Emerald Handbook of Stakeholder Communication for Corporate Branding, Identity and Reputation from different branding points of view. In this sense, they will be able to compare, contrast and comprehend whether the stakeholders’ communication from difference lenses are delivered similarly or otherwise in different parts of the world. This enables readers to understand differences and subsequent application towards managing these stakeholders. In this context, readers will be able to acquire ‘knowledge and understanding’ of (1) the key issues in stakeholder and communication theories; (2) the need for a strategic approach to planning and campaign management and (3) new developments in stakeholder and communication theories. In addition, they will be able to (1) analyze the complex web of stakeholder audiences that brands must address; (2) develop and manage stakeholder strategy and campaigns and (3) adapt to the differing demands of stakeholders such as employees, the media and other stakeholder audiences.

The book provides researchers, scholars and postgraduate students in marketing and business with a comprehensive treatment of the nature of relationships between companies, brands and stakeholders in different areas and regions of the globe.

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Acknowledgements

Having an impression and turning it into a book is as hard as it sounds; however, it was a very thought-provoking and enjoyable experience for us. We believe we have managed to bring a distinct collection of thoughts from academics and practitioners who pursue their enthusiasm for advancing contemporary branding issues globally. We hope the chapters compile in this book advance the readers’ knowledge and deliver clarity in understanding contemporary issues on stakeholders’ communication empirically, theoretically and globally. Also, we hope our book encourages readers to conduct more challenging studies in the future.

Readers will be able to understand research studies from different stakeholders’ communication points of view and able to acquire ‘knowledge and understanding’ of (1) the key issues in stakeholder and communication theories; (2) the need for a strategic approach to planning and campaign management and (3) new developments in stakeholder and communication theories. In addition, they will be able to (1) analyze the complex web of stakeholder audiences that brands must address; (2) develop and manage stakeholder strategy and campaigns and (3) adapt to the differing demands of stakeholders such as employees, the media and other stakeholder audiences.

In this sense, they will compare, contrast and comprehend whether the branding from different lenses is delivered similarly or otherwise in different parts of the world. This enables readers to understand differences and subsequent applications towards managing these brands. It determines current practices and research in diverse areas, regions and commercial and non-commercial sectors worldwide. Comparing and contrasting the brand values covering different research methodologies and settings will be very interesting. It is stimulating to compare and contrast different markets covering essential aspects of companies’ brands, identity, stakeholders and reputation.

We appreciate all our colleagues who contributed chapters to this book. We especially want to thank Nick Wolterman, Virginia Chapman, Brindha Thirunavukkarasu, Kousalya Thangarasu and David Mulvaney at Emerald, whose inspirations have assisted us in creating this book.

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